

GOVERNMENT OF ANDHRAPREDESH

ABSTRACT

Cinemas – East Godavari District –Revision of rates of admission in the three (3) screens of M/s Devi Multiplex, Kakinada – Orders – Issued.

HOME (GENERAL.A2) DEPARTMENT

G.O.Ms.No. 218.

Dated:26-09-2013

Read the following :-

1. G.O.Ms.No.30, Home(Genl. A) Department, Dated: 15-02-2013
2. Representation from D. Suresh, Owner of M/s Devi Multiplexe, Kakinada Dated:30-08-2012.
3. Government Memo.No.24120 /Genl./A2/2013, Dated:12-09-2012
4. From the Collector and District Magistrate, East Godavari District. District, Lr.C2(M)194/12, Dated: 13-06-2013

@@@

In the reference 1<sup>st</sup> read above, orders were issued fixing the rate of admission for two classes at Rs. 75/- for VVIP Circle and Rs. 40/- for VIP Circle respectively for three(3) screens in DEVI Multiplex, Kakinada, East Godavari District.

2. In the reference 2<sup>nd</sup> read above, The Proprietor, M/s Devi Multiplex, Kakinada, East Godavari District filed a representation before the Government requesting for increase of rates of admission in their Multiplex, saying that they have renovated the three (3) theatres at Kakinada and provided modern facilities to the audience on par with other Multiplexes in Andhra Pradesh,

3. He has requested the Government to consider the rate of admission at Rs.135/- for VVIP Circle and Rs70/- for VIP Circle for the (3) three Screens in M/s. Devi Multiplex Theatres, Kakinada, East Godavari,

4. In the reference 3<sup>rd</sup> read above, the District Collector and Magistrate, Kakinada, East Godavari was requested to examine the request of the management of M/s Devi Multiplex, Kakainada and to send his detailed report in the matter to Government.

5. In the reference 4<sup>th</sup> read above, the Joint Collector, Kakinada, East Godavari District has furnished his report and stating that that the Revenue Divisional Officer, Kakinada had submitted a report stating that he inspected the M/s Devi Multiplex theatres and the said theatres are in one complex which is 100 meters from Vallabhai Street ( Cinema Street), Kakinada. Hence, there is no problem with traffic and parking and the management have provided all modern facilities to the audience on par with other Multiplexes in Andhra Pradesh.

6. The Joint Collector, Kakinada, East Godavari District has recommended rates of admission at Rs.90/- for VVIP Circle and Rs.50/- for VIP Circle for the (3) three Screens in M/s. Devi Multiplex Theatres, Kakinada, East Godavari, since the Multiplex is equipped with better facilities.

7. Government, after careful examination of the matter and also keeping in view the recommendation of the Joint Collector, East Godavari District, hereby accord permission to enhance the rates of admission from Rs.75/- to Rs.90/- for VVIP Circle and Rs.40/- to Rs.50/- for VIP Circle for the (3) three Screens in M/s. Devi Multiplex Theatres, Kakinada, East Godavari, in exercise of the powers conferred under Section 12 of Andhra Pradesh Cinemas(Regulation) Act.1955 and clause (c) of sub-rule(3) of rule 11(B) of Andhra Pradesh Cinemas( Regulations) Rules,1970,

8. The enhancement of the rates of admission granted at para ( 7 ) above is subject to the conditions (laid down in the Annexure to this order) being strictly fulfilled by the Management of M/s Devi Multiplex theatres, Kakinada.

:2::

9. The Collector and Licensing Authority, Kakinada, East Godavari District shall take necessary further action accordingly.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**PRABHAKAR.D. THOMAS  
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To  
The Collector and District Magistrate, Kakinada,  
East Godavari District,  
Copy to :-  
Sri D.suresh Babu, Owner of M/s Devi Multiplex theatre, Kakinada,  
East Godavari District.  
The P.S. to Minister for I& PR& Cinematography.  
The P.S to Special Chief Secretary to Govt., Home Department.  
Sc/Sf.

**// FORWARDED :: BY ORDER//**

**SECTION OFFICER**

## **ANNEXURE –I**

### **CONDITIONS FOR MULTIPLEXES**

- (a) The CCTV system shall be maintained without any interruption.
- (b) Night vision cameras to be installed specially at the Box Office to capture the images of the patrons buying tickets during the late evening hours.
- (c) The patrons shall be provided with lifts/escalators for exit at the end of the shows on par with such facility provided at the time of entering the theatre.

### **CONDITIONS FOR THEATRES AND MULTIPLEXES**

- (i) The rates of tickets and rates of online Cinema ticket service charges with the name of the agency shall be exhibited at the counter and in any other conspicuous manner.
- (ii) All gangways, exits and treads of steps and stairways shall be maintained with no slippery surfaces at all times.
- (iii) The corridors, area earmarked for lobby and parking for the use of cine-goers, should not be let out for any commercial or other purpose.
- (iv) No vehicle shall be parked or allowed to stand in such a way as to obstruct exits or impede the rapid dispersal of persons accommodated, in the event of fire or panic.
- (v) Emergency evacuation plan shall be drawn and got approved by the licensing authority within one month. (Uphaar theatre- Hon'ble Supreme Court Directions)
- (vi) A short documentary shall be screened during every show by showing the exits, emergency escape routes and instructions as to what to do and what not to do in the case of fire or other hazards (Uphaar Theatre – Hon'ble Supreme Court Directions).
- (vii) The staff/ushers including security staff should be periodically trained to operate the fire safety equipment during emergency in fire drills and evacuation procedures to provide support to the patrons in case of fire or any other calamity. Mock drills shall be conducted once in every 6 months. (Uphaar Theatre- Hon'ble Supreme Court Directions).
- (viii) While the Theatres are entitled to regulate the exit through doors other than the entry door, under no circumstances should the entry door (which can act as an emergency exit in the event of fire or other emergency) be bolted from outside. At the end of the show, the ushers may request the patrons to use the exit doors by placing a temporary barrier across the entry gate which should be easily movable (Uphaar Theatre – Hon'ble Supreme Court Directions).
- (ix) The emergency department telephone nos. of nearest Hospitals, Police Station and Fire Department shall be displayed in every show.
- (x) The Management should facilitate periodical inspection by the Fire Officer concerned.
- (xi) The Management should obtain insurance coverage for all the employees and audience/visitors/vendors.
- (xii) The Management shall ensure all safety measures including fire safety measures as prescribed by Government National Building Code and other statutes or orders issued by Government from time to time.

//FORWARDED :: BY ORDER//

SECTION OFFICER